

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	: Koningstein	Art Unit	: 3688
Serial No.	: 10/748,682	Examiner	: Khanh H. Le
Filed	: December 31, 2003	Conf. No.	: 1976
Title	: SYSTEM AND METHOD FOR DELIVERING INTERNET ADVERTISEMENTS THAT CHANGE BETWEEN TEXTUAL AND GRAPHICAL ADS ON DEMAND BY A USER "MORPHING ADS"		

**MAIL STOP RCE**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

AMENDMENT IN REPLY TO ACTION OF JUNE 30, 2010, FILED WITH A REQUEST FOR  
CONTINUED EXAMINATION

Please amend the above-identified application as follows: